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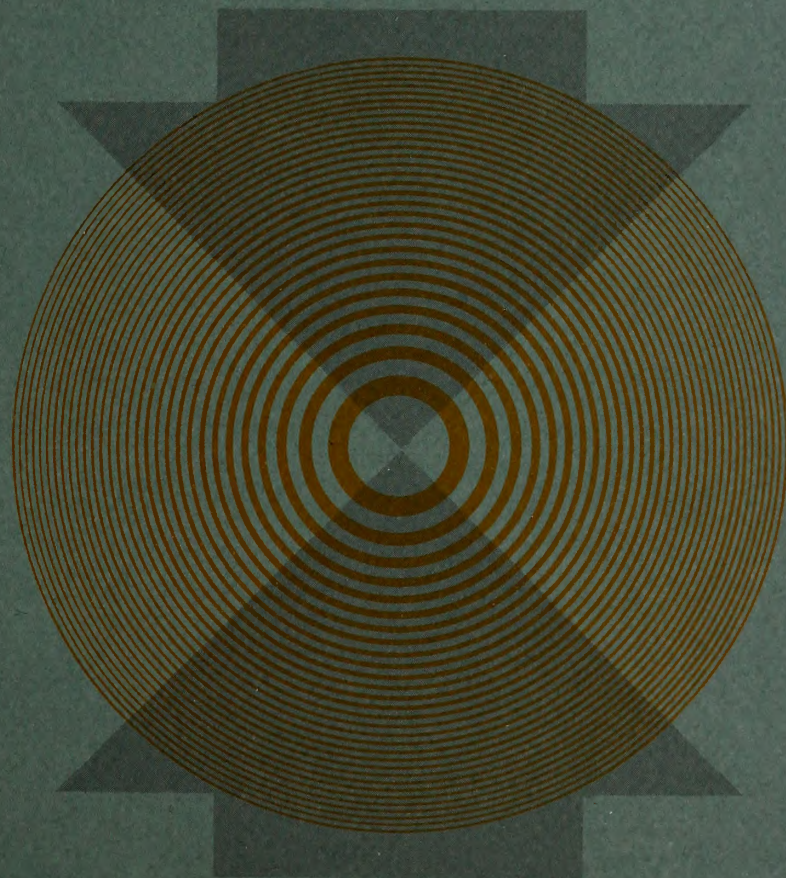


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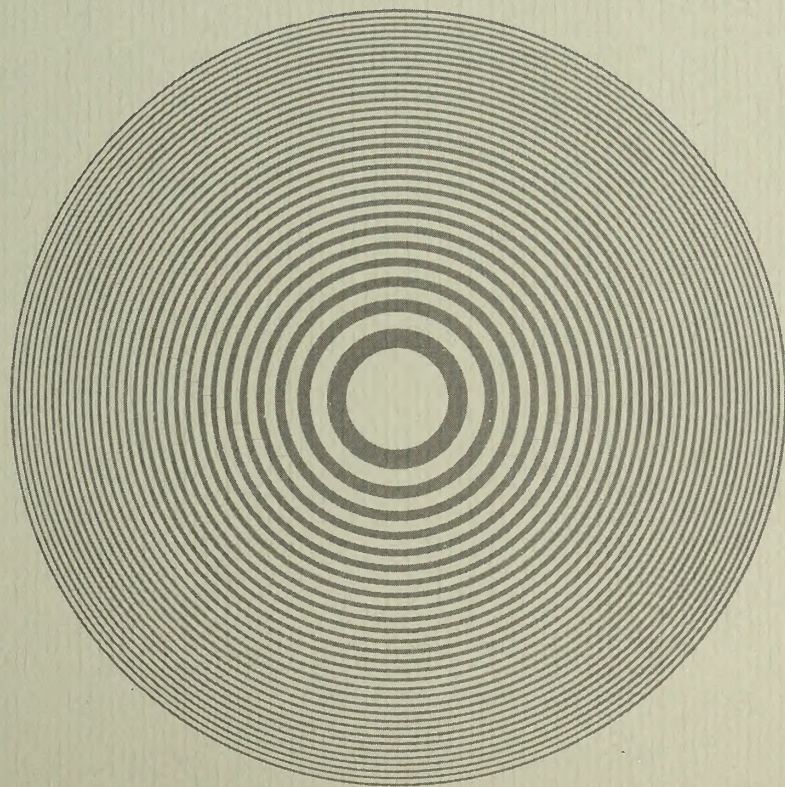
# CORE AREA STUDY



FARMVILLE, NORTH CAROLINA



# CORE AREA STUDY



FARMVILLE, NORTH CAROLINA

A PRELIMINARY PLAN

The preparation of this report was financially aided through a Federal grant from the Urban Renewal Administration of the Department of Housing and Urban Development under the Urban Planning Assistance Program authorized by Section 701 of the Housing Act of 1954, as amended.

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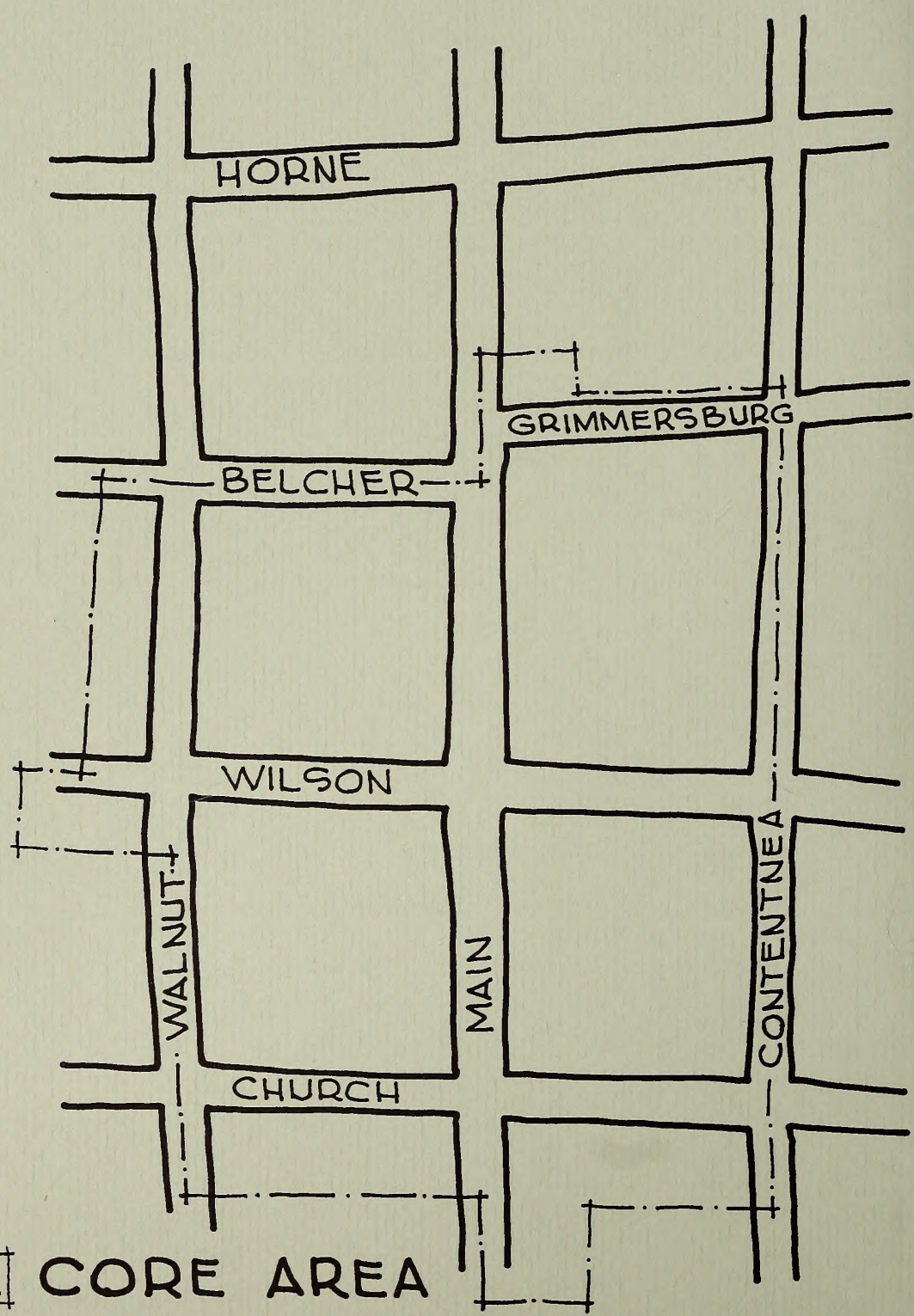
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1 CORE AREA

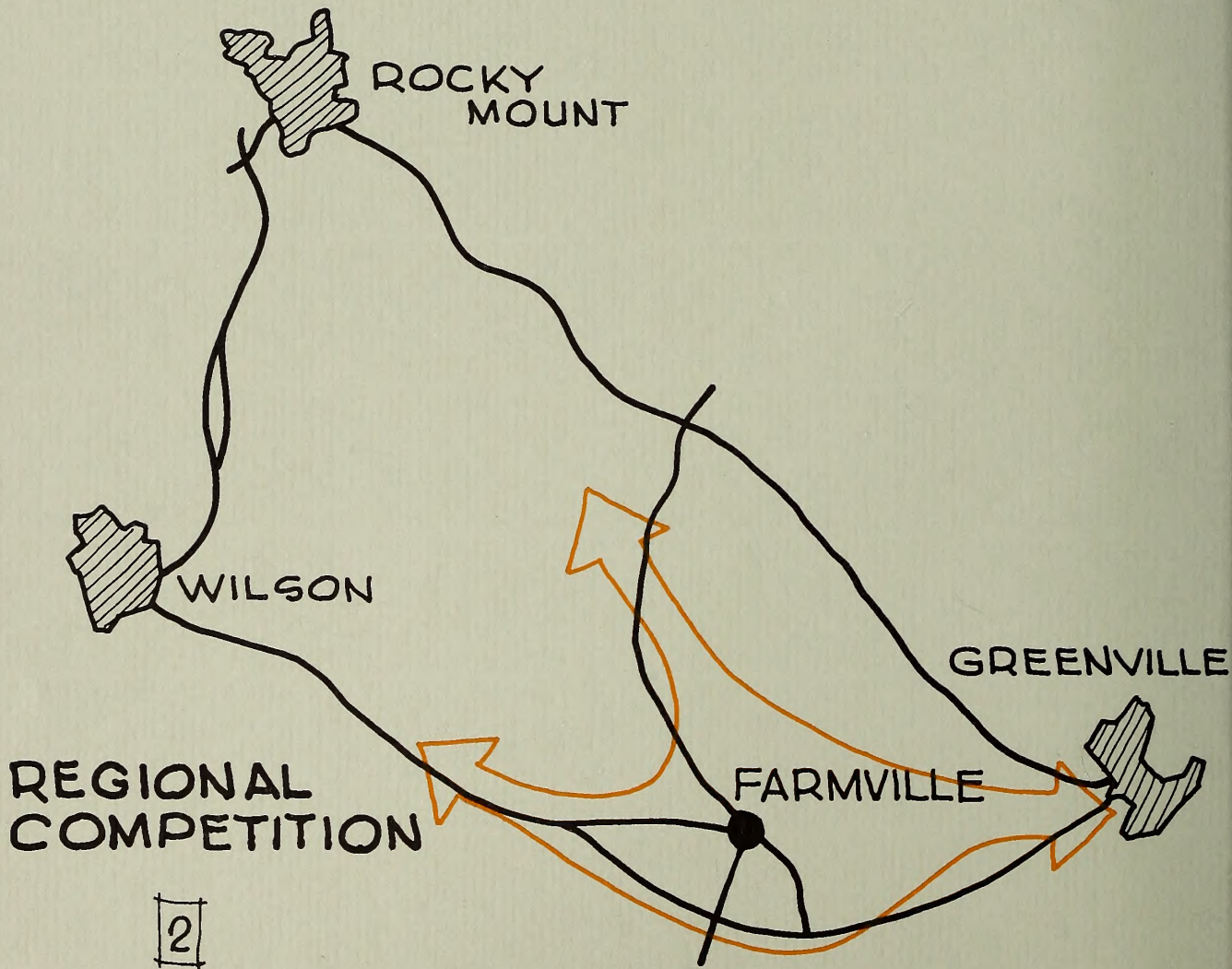
## ITS FUNCTION

The core area, in general, consists of those community functions which operate at peak performance within a central location or of those activities which flourish within proximity of one another. It is a term used to describe the central business district or downtown area; a segment of the community with which most local residents are quite familiar.

Historically, the core's predominate function has been, and justly so, business oriented. It provides a proper setting for numerous trade and service activities, yet all business enterprises will not find the core an appropriate location. This intensive portion of the community is occupied by a major department store, stores of various relative retail types, office buildings, financial institutions, restaurants, a theater, and other customer services and facilities; all of which perform the business function so appropriate to the core area.

Aside from this business function, the core is a natural location for certain activities of a social and cultural nature. Adjoining the business community are a number of dominant buildings which house governmental, religious, educational, and club or fraternal organizational activities. The core area, therefore, serves not only as the business center but also as the focal point of civic pride and development. These activities, among a number of others, have found themselves within an eight block area located on either side of Main Street between Pine and Horne Streets.

The very existence and further development of these functions (Business, Social and Cultural) within the core area has and will continue to be affected by a number of factors. This study serves to expose the influential factors or forces working to shape the core area. The value in exposing these forces is realized by devising a means of combating those that are harmful and chanelizing those that are beneficial in a manner that serves to improve the core area.



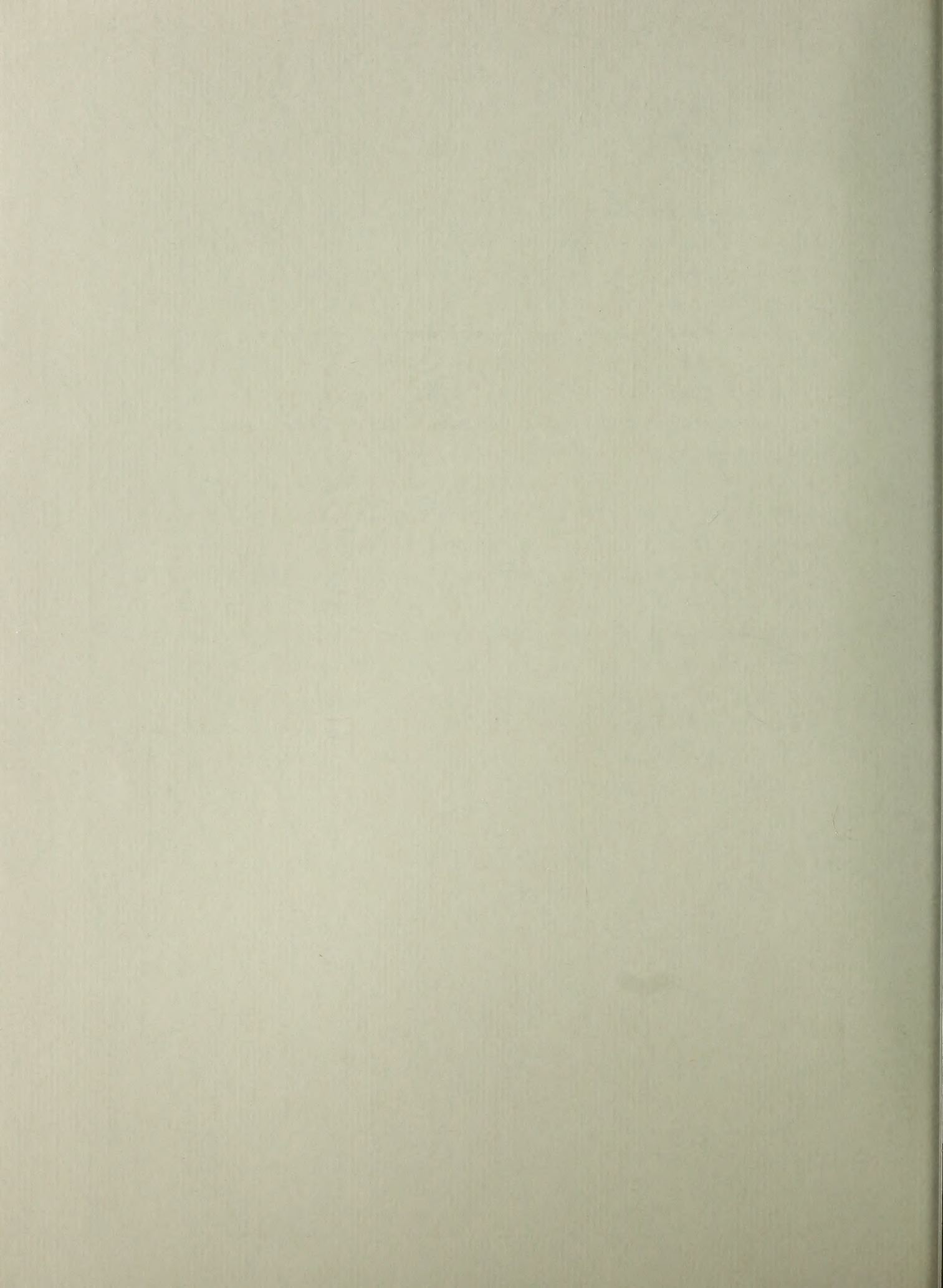
## THE COMPETITOR

In bygone years, the Farmville merchant operated his business within a captured market area. However, in more recent years, 25 or so years hence, as a result of the increased ease of travel, the competitors' influence has and will continue to become stronger. In reality, local merchants are competing for the attention of the market area resident and his income. They are competing in many respects with established business areas which are larger and consequently able to provide a greater selection of merchandise, which are readily accessible, and which possess respective trade areas that overlap that of Farmville's.

A possible method of measuring Farmville's competitive standing is to examine its retail trade activity over the past 15 years. The overall picture of retail activities, depicted in the table below, is a reflection in some respects of national trends; the population shifting toward larger surrounding urban centers and consequently a growth of business developments serving these urbanizing areas. But it is also a reflection of an increase in competition from outside the community.

TABLE I  
FARMVILLE RETAIL TRADE

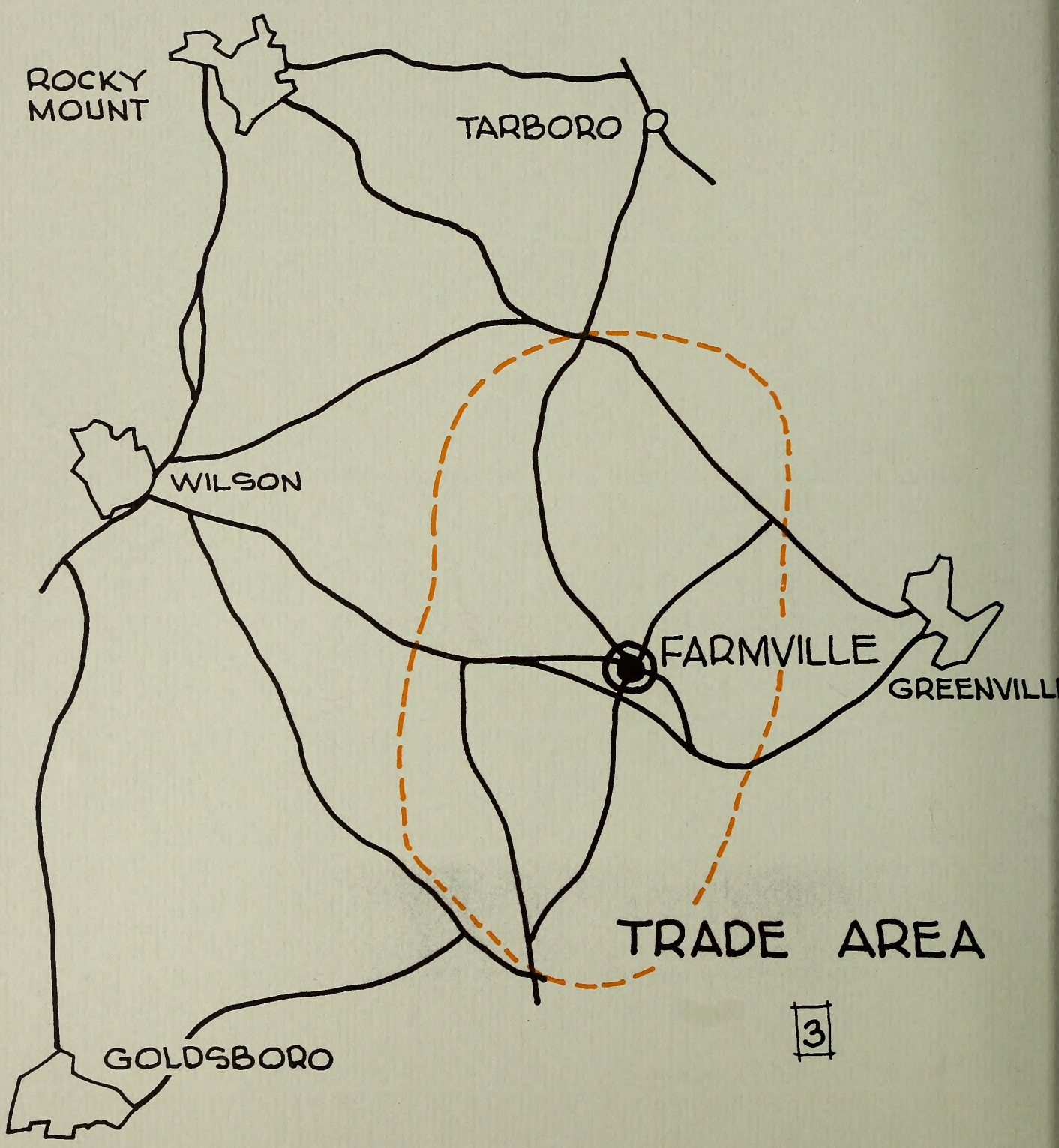
	1948	1954	Percent Change	1958	Percent Change	1963	Percent Change
Number of Establishments	84	77	-8.3	69	-10.4	79	+14.5
Payroll (\$000)	\$426	\$693	+62.7	\$795	+14.7	\$1,020	+28.3
Number of Employees	300	354	+18.0	349	-1.4	346	-0.9
Sales (\$000)	\$5,250	\$7,854	+49.6	\$8,583	+9.3	\$9,462	+10.2
Farmville as a % of Pitt County,	14.5%	15.4%		14%		11.5%	
Greenville,	25.5%	26.8%		27.5%		20.1%	
Wilson,	20.0%	23.0%		19.2%		21.3%	
Rocky Mount	14.9%	16.8%		18.6%		14.7%	





Declines in the number of establishments and employees reflect the gradual shift to larger stores, more self-service operations, and more chain stores and fewer independent units; all of which can be expected from national trends. Farmville's total retail sales have been increasing at a declining growth rate, while its portion of total Pitt County retail sales has shown a gradual decrease. During the same 15 year period, the retail sales of Farmville as compared to a number of its major competitors have also gradually declined.

It must be understood, of course, that these figures provide only an indication and cannot be considered conclusive. On the other hand, it should be realized that the strength of established business centers is growing while the number of competitors is also increasing. Established business communities such as downtown Wilson and Rocky Mount are continually making improvements and are developing plans for future improvement. The threat of additional new modern shopping centers such as the Parkwood Center and Terrytown Mall is always present. The effect of either occurrences will be partially realized by the reduction of trade activity within the Farmville core area. The best defense is a strong energetic downtown business complex.



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## THE CLIENT AND HIS INCOME

A basic ingredient to a successful business or for many social and cultural activities is a knowledge of the people served; their numbers, their distribution, their incomes, and their prospects for growth. These factors serve to generate and sustain core area activities.

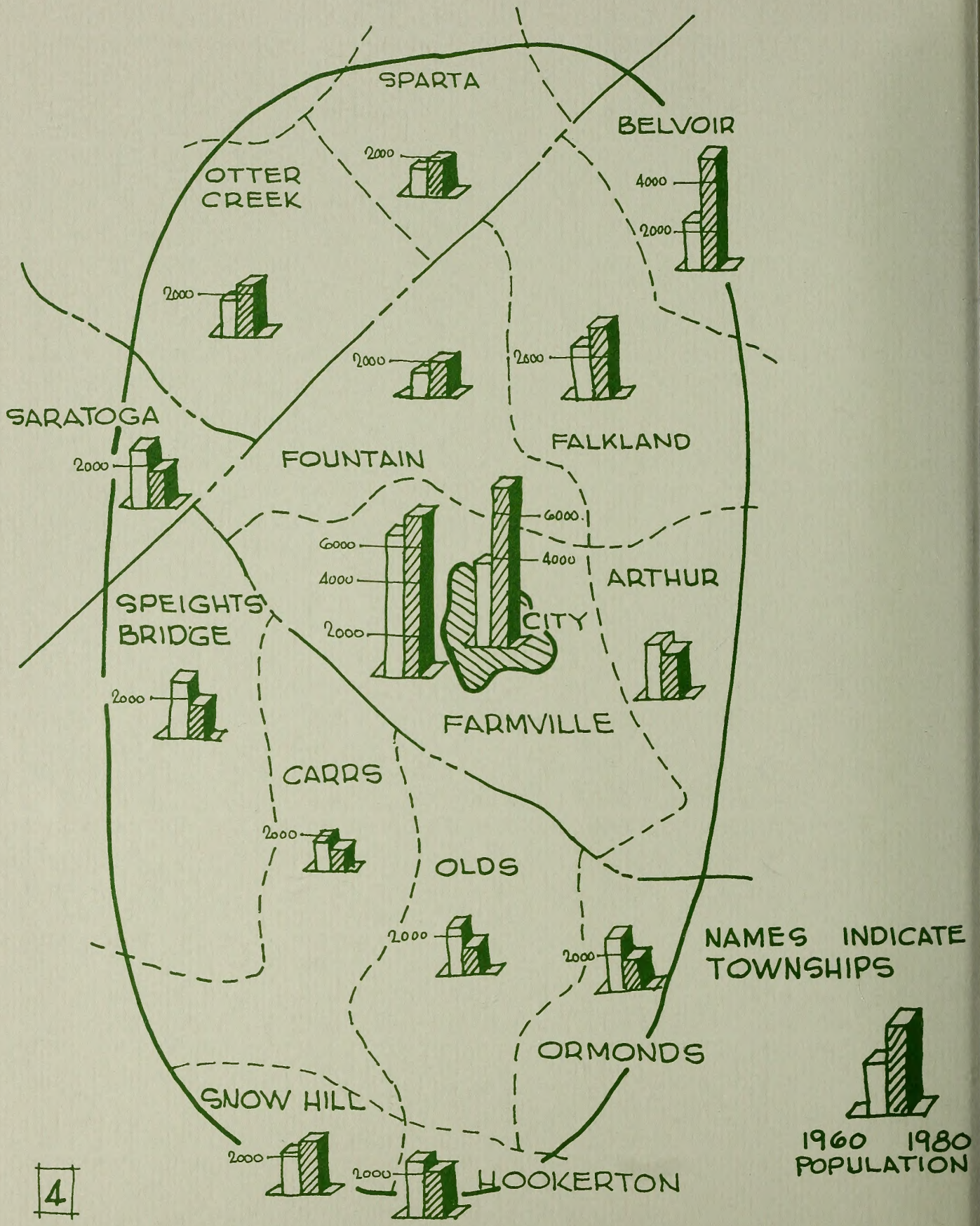
Before such determinations can be made, however, the geographical area from which customers or clients are attracted has to be determined. This geographical area, termed the trade area, is established first by assuming that the dominate business functions will serve an area equal to or exceeding that of any other function performed within the core. Secondly, by assuming that the individual businessman has the greatest understanding of his own establishment's ability to attract customers, each entrepreneur was thus requested to describe the area within which his customers reside.\* The individual replies were combined to form a single market territory described in the illustration. Reilly's Law of Retail Gravitation, a theoretical means of establishing a trade area, was also utilized as a check.\*\* The two areas, so defined, generally coincide with one another. All residents of this territory do not shop in Farmville nor do they shop here regularly, but it is from within the trade area that local merchants attract most of their customers.

Population trends occurring within the trade area from 1940 to 1960 are indicative of the change from an agrarian society to one including industrial activities of a non-agricultural nature. Consequently, there has been a decline in the rural farm population and an expansion in those centers which are able to provide gainful employment. This trend is not only a local phenomenon but is apparent throughout the

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\* A "Merchant's Opinion" questionnaire was circulated and used to obtain necessary information.

\*\* "Reilly's Law" proportionally relates the size and distance of surrounding competitive communities to that of the urban center under study in order to determine trade area boundaries.



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# POPULATION DISTRIBUTION

state and nation as a whole. It is also expected to continue in the future.

TABLE II  
POPULATION TRENDS & PROJECTIONS  
FOR  
FARMVILLE AND SURROUNDING TRADE AREA

	1940	1950	Percent Change	1960	Percent Change	1970	Percent Change	1980	Percent Change
Farmville	2,980	2,942	-1.3	3,997	+35.9	5,410	+35.4	7,518	+39.0
Outside Trade Area	18,699	18,196	-2.7	16,815	-7.6	15,181	-9.7	12,671	-16.5
Total Trade Area	21,679	21,138	-2.5	20,812	-1.5	20,591	-1.1	20,189	-2.0

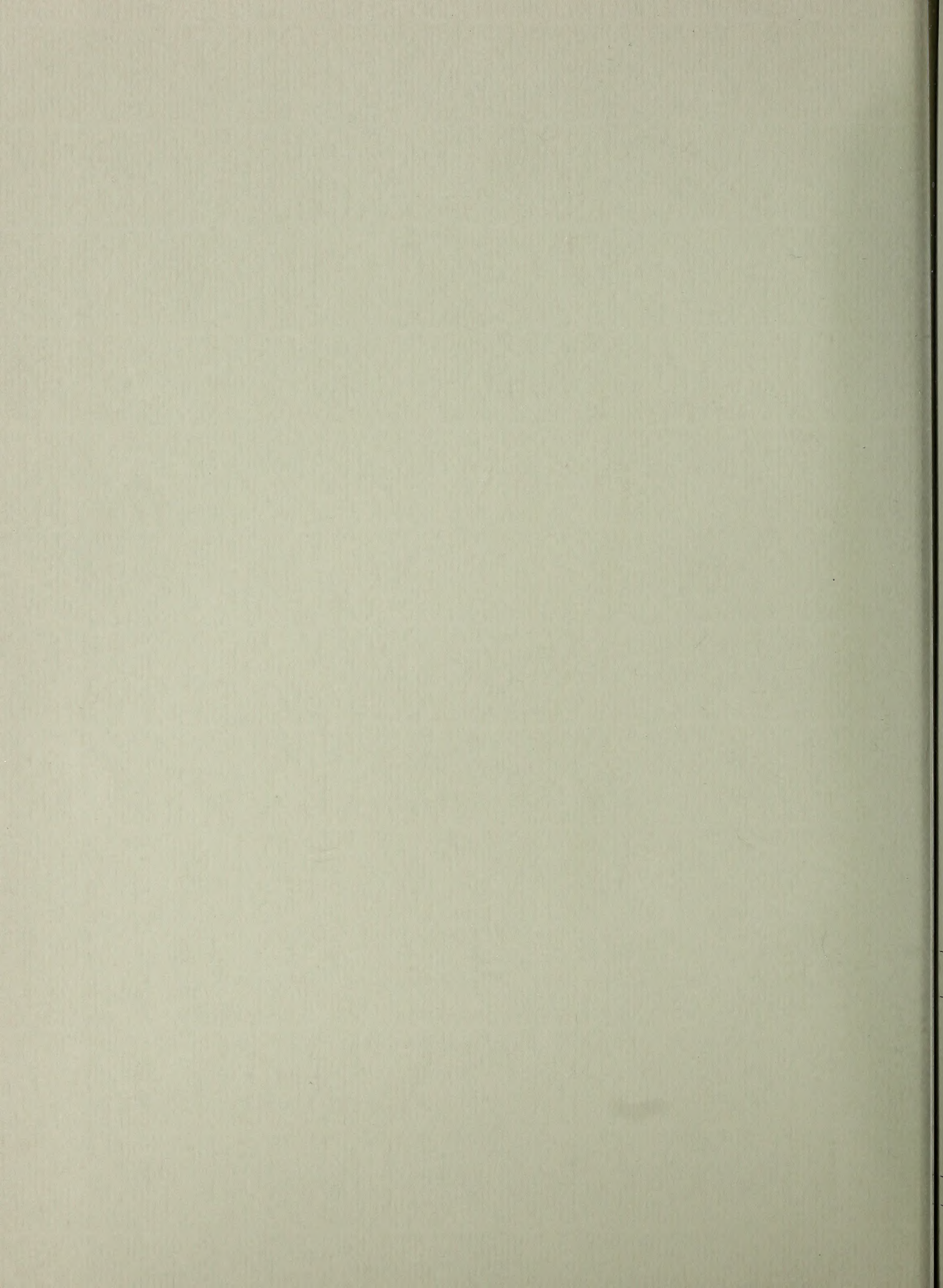
Sources: U. S. Bureau of Census  
Trade Area Estimates by Division of Community Planning

"Although an annexation somewhat distorts the picture, during the decade 1950 to 1960 an increase of 1,055 occurred in Farmville's population. Of these, 725 lived in an area annexed during the period. Nevertheless, during the past decade the population began to climb again after having suffered a reversal in the 1940-1950 decade."\* The entire trade area, however, experienced an overall population decline due to an overshadowing decrease of 1,308 persons within the outlying townships of the trade area.

The projected population for the trade area and the town based on recent trends shown above indicates a continual decline in the total trade area, while the town is expected to grow at a substantial rate. The town, however, is unable to keep pace with rural population losses. Needless to note, these projections are not encouraging signs for future business growth.

However, population growth or decline alone does not determine the possible numbers that may be attracted to the Farmville Core Area; distribution of the population, briefly noted above, is also of major importance. Illustration #4 depicts the distribution of the 1960 and projected 1980 populations of the area by township. Of the townships which comprise the trade area, only Farmville, Fountain, Carrs, Snow Hill, Belvoir, and Falkland are expected to experience a population gain. Much of the projected growth for Falkland

\* "Land Development Plan, Farmville", published by Division of Community Planning in 1963.



and Belvoir Townships, however, can be expected to occur adjacent to Greenville and beyond the influence of Farmville. The benefits of projected population growth in Snow Hill Township, located on the fringe of the trade area, can only be considered minimal. Yet, the benefits from a growth potential within the three remaining townships cannot be overlooked. In addition to the population of Farmville Township increasing, it will also contain over one-third of the total trade area population. It is logical to assume that the closer the resident, the more accessible, the more convenient, and consequently the greater attraction to Farmville's Core Area. Therefore, although total trade area population may decline, the redistribution of population within the area of influence is an encouraging factor.

Aside from the resident population within the influence of the Core Area, an equally important factor affecting trade activity is family income. In analyzing the income data, it is valuable to have an understanding of its distribution, its growth tendencies, and its availability for consumer expenditures. Table III presents a summary of pertinent income statistics.

TABLE III  
DISTRIBUTION OF INCOME BY FAMILIES AND ADDITIONAL INCOME MEASURES - 1959

	EDGECOMBE COUNTY TOWNSHIPS			GREENE COUNTY TOWNSHIPS					PITT COUNTY TOWNSHIPS				
	Sparta	Otter Creek	Carrs	Hookerton	Olds	Ormond	Snow Hill	Speights Bridge	Arthur	Belvoir	Falkland	Farmville	Fountain
% of Families With Income Under \$3,000	75.9	58.8	67.5	70.2	72.7	81.6	42.3	71.6	81.4	74.6	67.1	53.0	65.3
3,000 to 6,999	19.5	32.6	24.0	26.8	26.5	16.1	37.2	21.2	14.2	22.4	30.2	34.1	28.7
7,000 to 9,999	4.6	4.7	5.4	0.5	0.8	0.8	9.0	5.0	2.7	3.0	0.9	7.7	2.0
10,000 and Over	---	3.9	3.1	2.5	---	1.5	11.5	2.2	1.7	---	1.8	5.2	4.0
Per Capita	\$432	\$829	\$546	\$568	\$385	\$436	\$1,165	\$540	\$406	\$449	\$583	\$910	\$661
Mean	\$2,138	\$3,120	\$2,740	\$2,660	\$2,143	\$2,131	\$4,924	\$2,654	\$1,926	\$2,237	\$2,972	\$3,736	\$2,692
Median	\$1,571	\$2,420	\$1,434	\$1,471	\$1,557	\$1,119	\$3,651	\$1,375	\$1,253	\$1,418	\$1,651	\$2,801	\$2,039
Estimated Trade Area Income	\$399,600	\$1,322,255	\$711,438	\$245,376	\$816,585	\$341,388	\$525,415	\$821,340	\$428,736	\$104,168	\$924,638	\$5,855,850	\$1,160,716
Total Estimated Trade Area Income . . . . .	\$14,012,897												

Sources: U. S. Bureau of Census  
Trade Area Estimates by D.C.P.





The buying habits of different income groups vary slightly, therefore, an investigation of such groups in the study area will divulge clues as to which products are likely to be in demand. Some items such as food have an inelastic demand, and therefore, income does not affect such sales as it does luxury items like jewelry and furs.

Data describing the income distribution indicate that over half of the area's families (those having an income of less than \$3,000) probably can buy only the basic necessities and certainly none of the luxuries of life. It may be argued that since this is a farming community, many food products are home grown and consumed; income which would normally be expended on groceries is released for other purchases. Regardless, the majority of area families have very little to provide other necessities such as clothing, home furnishings, drugs, automobiles, etc. A bright spot in the income distribution figures lies in the fact that Farmville Township, which as noted is greatly influenced by the Core Area, has the most evenly distributed income of any township other than Snow Hill.

Past tendencies of income growth in the market territory are not available, however, three of the four counties traversed by the trade area line registered slight gains in their median family incomes from 1949 to 1959; Greene County experienced a decline during the same period. In addition, since the last census when information regarding income levels was released, some major local developments have occurred. "A new trend is developing in the Farmville manufacturing picture. The addition of a building board mill, a garment factory, and a textile plant..." are providing many new manufacturing jobs.\* The significance of this new trend is that these manufacturing concerns normally provide year-round employment and higher wage levels in comparison with agricultural activities; consequently, it might be assumed that area income levels have been improved. However, there is still much room for additional improvement.

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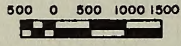
\* Ibid. Farmville Development Plan.



The preceding statistics indicate that the rural population is declining while, on the other hand, the town is experiencing and is expected to continue to experience sizable population gains. In addition, the income level of the entire market area is expected to gradually increase in the future. Although there are conflicting trends, it may safely be assumed that there exists a potential for continued expansion and prosperity in downtown activities. To translate this potential into precise building space requirements, however, cannot be realistically accomplished. A great deal depends upon the ability of the local entrepreneur to make his activity efficient and attractive enough to capture the potential audience. Moreover, much will depend on the ability of the community to provide employment opportunities which satisfy the requirements of its potential population; a factor of grave concern to the local entrepreneur. Therefore, it may be concluded that if the downtown business area is to continue to grow, the local entrepreneur must continue to promote industrial employment growth within the Farmville area.

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# THOROUGHFARE PLAN



## — LEGEND —

MAJOR  
MINOR

EXISTING

PROPOSED



## ITS SITE

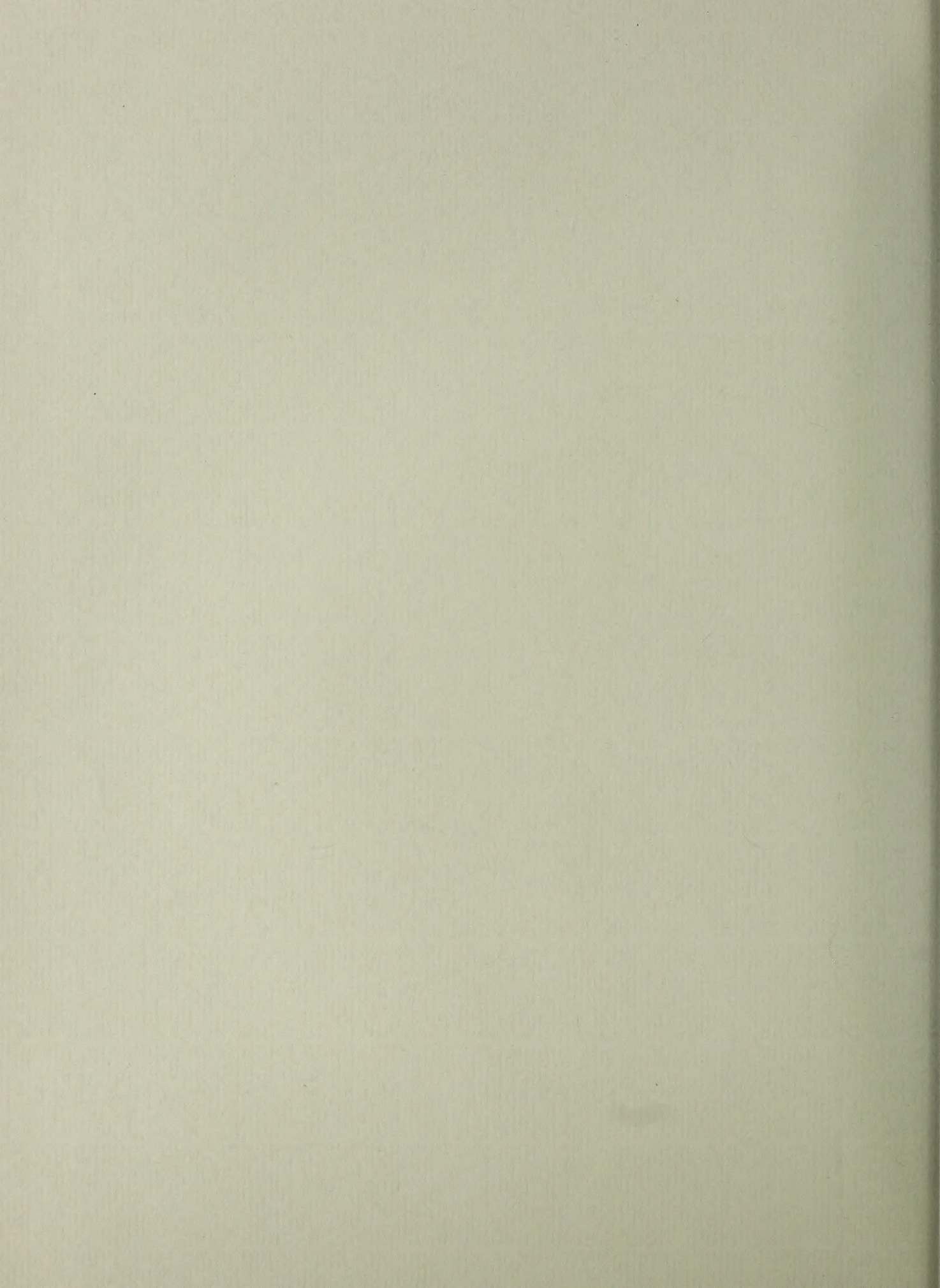
As a result of the predominate and increased use of the automobile, land development in Farmville for the most part if not entirely, is dependent upon roadway access. Core area activities present somewhat of a unique requirement with respect to accessibility. Most downtown land developments simply do not depend upon ready access to major traffic routes but also require convenient communication with the many thousands of families or households which rely on their services and purchase their goods.

Activities of a governmental nature both administrative and political, or of a religious or educational nature, or, in general, "activities which represent and act on behalf of all members of the community"\* require a location which is conveniently accessible to those who are served. In addition, "activities which must keep in touch with all sections and elements of the community"\* such as banks and other financial institutions, newspaper offices, realtors, attorneys, and other private administrative offices operate more advantageously from locations which offer the optimum of access or communication between themselves and their clientele. The various core area retail outlets and service establishments for many of the same reasons also thrive in readily accessible locations.

Farmville's core area satisfies these locational requirements. It is situated geographically within the approximate center of the community and surrounding hinterland which its activities serve. The populace of these two areas, which was described in a preceding portion of this report, are somewhat evenly distributed around the site of the downtown area.

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\* "Downtown Smithfield", Smithfield, N. C., published by T. W. Kwan, Division of Community Planning, 1964.



In addition, the core is located at the community's transportation hub. Although Farmville's street system is a grid form, the only two major arterial roads which quarter and span the community and extend far into its hinterland (Wilson and Main Streets) intersect within the core area. Thus, the availability of major roadway access combined with a central location are locational advantages possessed by the core, and as such are forces which have and will continue to affect its development.

These forces do not exist, however, without certain disadvantages. Vehicles destined for the downtown area must compete with those wishing to move through or around this area. There is a noticeable lack of effective east-west and north-south traffic streets to accommodate this second type of movement. Moreover, the use of Wilson and Main Streets to move large amounts of traffic creates serious conflicts with the heavy pedestrian traffic, the life blood of the core area. This mutually disruptive effect is damaging and makes the core a less desirable place for both pedestrians and drivers, by creating hazards and frustrating conditions. The degree of disruption will increase as the community grows and both pedestrian and automobile traffic volumes continue to mount.

These unfortunate conditions, however, do not exist entirely without remedy or solution. Development of the Highway 264 bypass, for example, has served to reduce the amount of through traffic, vehicles not destined for the community, and has consequently lessened congestion within the core area. Steps taken to expand and develop the community's predetermined thoroughfare plan will further reduce conflict and congestion within the core\*, particularly those

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\* A thoroughfare plan was mutually adopted by the N. C. Highway Commission and the Town of Farmville in 1964.












improvements designated for Church and Contentnea Streets,\* improvements which will reduce the traffic load on Wilson and Main Streets respectively. The cross-town traffic routes will then lie adjacent to the main business area rather than dividing it. Proposed and other possible thoroughfare improvements should be encouraged so as to minimize vehicular and pedestrian conflicts, improve traffic circulation not only for the core but the entire community, and finally, maximize the core's roadway communication with surrounding development.

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\* Consideration is currently being given to the use of Walnut rather than Contentnea Street as a cross-town thoroughfare. In either case, the traffic load on Main Street will be reduced and the pre-stated purpose will be served.

# EXISTING LAND DEVELOPMENT

## FARMVILLE CORE AREA

- |   |                   |   |                        |
|---|-------------------|---|------------------------|
|  | PRIMARY TRADE     |  | OFFICE & INSTITUTIONAL |
|  | CONVENIENCE TRADE |  | STORAGE                |
|  | CONSUMER SERVICE  |  | RESIDENTIAL            |
|  | SECONDARY TRADE   |   |                        |



## ITS ARRANGEMENT

Aside from being central and readily accessible, the core also possesses another locational advantage of particular interest to many business developments. It is generally recognized that the prosperity of many individual retail outlets is dependent upon not only their own ability to attract customers but also the drawing powers of surrounding related establishments. This reliance or dependency upon one another, with few exceptions, is the basic reason why individual business activities must work cooperatively for their mutual benefit rather than totally independent of one another. The reasoning for this reliance upon one another is simple, "retail activities which in combination with complementary and competitive business can serve a wider market than they could in isolation from one another."\*

It is apparent from a close examination of existing development that the desire of complementary and competitive business to locate in proximity or adjacent to one another has had a major influence on the arrangement of activities within the core area. This factor, termed linkage, which tends to draw related activities together does not affect each type of activity to the same extent. Consequently, those activities exhibiting the strongest linkage to one another are located compactly together, while those exhibiting limited if any ties yet requiring a central location are spread over a larger area.

In many instances, as may be observed from development of Farmville's business center, a dominant business establishment such as a department or variety store serves to attract linked or related activities such as specialty shops into a single contiguous location. These trade establishments, designated as primary retail activities, sell low bulk comparison and specialty items such as apparel, jewelry, household

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\* "Downtown Smithfield", Smithfield, N. C., published by T. W. Kwan, Division of Community Planning, 1964.



goods, and the like. The primary retail trades of Farmville's core are concentrated almost entirely, with few exceptions, in the block between Wilson and Church Streets on either side of Main Street, vividly exhibiting their economic interdependency.

Flanking these primary retail outlets, among others, are various establishments which provide the potential customer with a variety of services and convenience goods. Examples include food and drug stores, restaurants, barber shops, dry cleaners, a movie theater, bakery, and similar activities. These establishments are not merely parasites thriving off the customers and clientele attracted to the core but offer a vital and necessary service to them. Moreover, such activities are related to each other and to the primary trades but to a lesser extent.

Among those activities adjoining the primary retail center are establishments which normally sell relatively expensive high bulk items. Examples include automobile dealers, farm equipment and supply outlets, and furniture companies. With the exception of the latter, these activities, unlike most other core area developments, are primarily auto oriented and exhibit a minimal amount of linkage with other downtown activities. In fact, such business developments have shown a tendency to leave a community's downtown location in the past, preferring an outlying site because of cramped quarters, high land costs, and traffic congestion, etc. within the core.

Establishments providing administrative, financial, medical, religious, and educational services comprise a major segment of the core area. Although their presence is justified from the standpoint of requiring a central location, they exhibit very limited ties if any, and therefore are generally located adjacent to the business complex.

Finally a somewhat unique situation exists with respect to storage facilities. Although related to the core activities, they do not serve the customer or clientele directly, and consequently should be kept out of their path. Such an arrangement is possible through greater use of the second story of



buildings or provision of storage buildings in locations which do not separate off-street parking areas from the business frontage.

Although the locational force of linkage has in certain respects favorably affected the physical form of Farmville's core, it too possesses certain inherent drawbacks. A contiguous expansion of related trade activities is restricted by the presence of unrelated and in some instances inappropriate uses of land. Outward expansion of the core is limited by such activities as automobile and farm equipment dealerships and somewhat more substantial structures as churches, school, post office, town hall, etc.

As Farmville's population grows and the income level within the area increases, business activity will also increase and the downtown area will experience growing pains. If this growth process is to continue in a normal manner, related trade activities in their desire to locate adjacent to the established business complex will necessarily replace or dislocate unrelated activities. However, it is unreasonable to expect that such new business activities will replace substantial structures as churches, post office, town hall, school, and public library which encircle the business complex. Moreover, it is not reasonable to expect new related business development to occur beyond these substantial uses of land nor should such an arrangement be encouraged.

On the other hand, there are a number of business structures located on both sides of Main and Wilson Streets that can be realistically utilized for more intense business purposes. As business potential increases, economic pressure will force the replacement of such activities as storage, a second hand shop, and certain office uses currently being conducted by more intense and related business uses. With regard to certain buildings, extensive remodeling or complete renovation are prerequisites to their reuse. Moreover,

# PROPOSED ACTIVITY ZONES FARMVILLE CORE AREA

- PRIMARY TRADE
- SECONDARY TRADE
- CONVENIENCE TRADE
- RESIDENTIAL
- OFFICE & INSTITUTIONAL





when and if the relocation of auto oriented activities occurs (automobile and farm equipment dealers), this space can also be used for related business purposes.

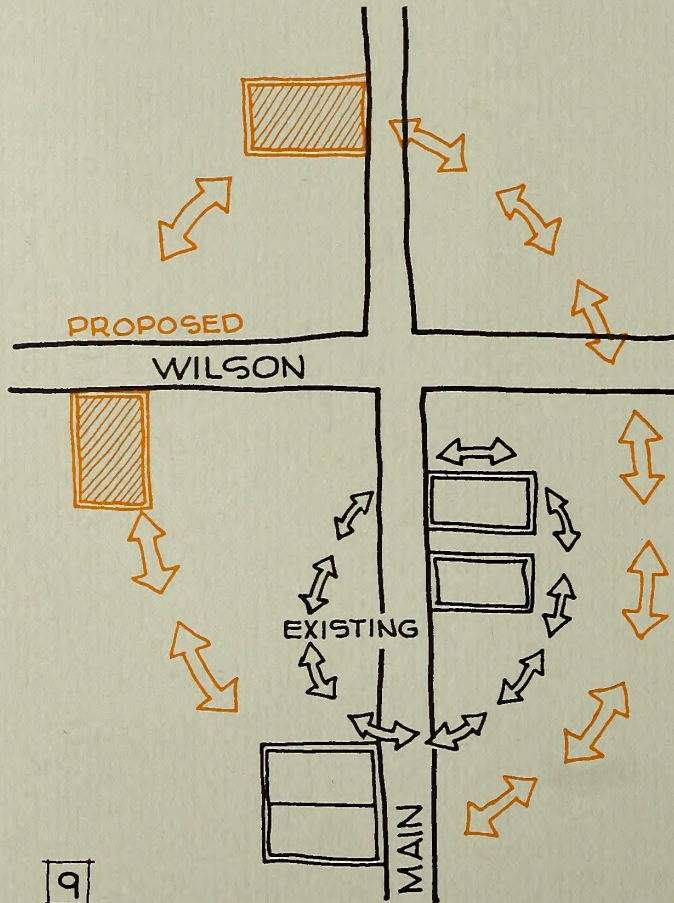
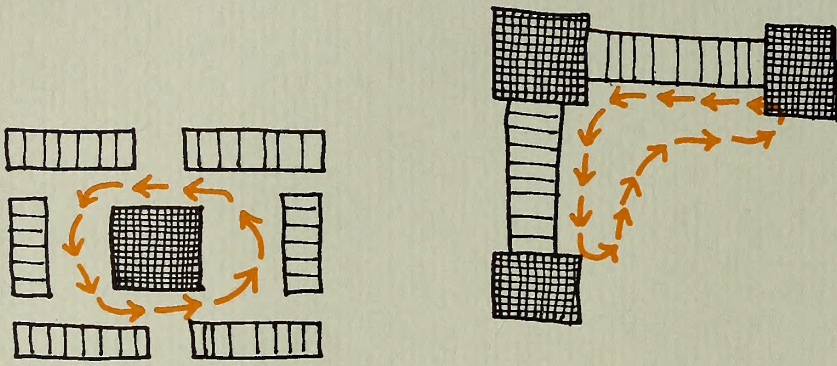
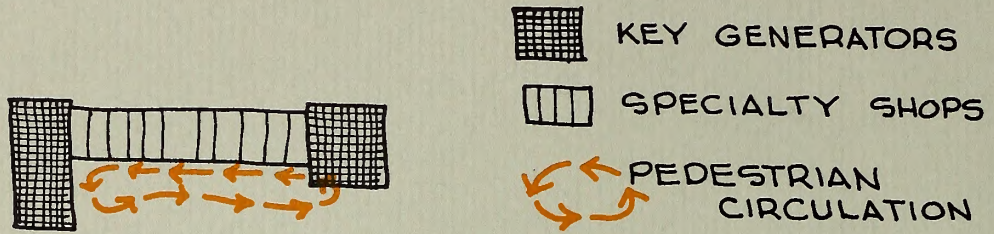
The preceding considerations (possible expansion of business activity within the core, the desire of related activities to locate in proximity to one another, and the existence of substantial unrelated land uses encircling the business complex) have served as the bases for the arrangement of the land use activity zones depicted in Illustration #7. The described arrangement is not, for the most part, a radical change from the existing situation; rather it represents an expansion or addition to existing development.

Although located within an expanded area, related trade activities will be situated much as they are today in the center of the core area. This aspect of the plan precludes the relocation of unrelated office and auto oriented activities. A location for auto oriented uses can possibly be found on the Main Street frontage between Pine Street and the railroad.

Office and institutional activities, exhibiting little if any linkage yet commanding a central location, are distributed around the intense business district. A similar arrangement is suggested, a location at the fringe of the business complex, for activities providing convenience goods. Activities such as food and drug stores will thus be located as conveniently as possible in areas where traffic and parking congestion will be relatively low.

The arrangement of activity zones herein recommended can enable an organization of primary related trades that is more conducive to pedestrian movement between key traffic generators and minor specialty shops. An authority in the field of shopping area development points out that; "The important factor is to locate key traffic generators so as to distribute their pull and to lead customers past smaller activities as they are drawn to the pullers. The strongest magnets are placed at anchor points which are located in a manner to draw pedestrian shoppers throughout the shopping district. In between the big

# 8 IDEAL SHOPPING CENTERS



9

MAJOR GENERATORS  
FARMVILLE

magnets, the customers pass the complementary stores."\* This principle of arrangement or distribution of primary generators and related specialty shops is a major design consideration of present day shopping centers. The diagrams on the opposite page serve to illustrate this principle.

Adoption of such a design principle to Farmville's core area is possible. The existing major traffic generators (Tyler-Belks, Duprees, Popes, and Roses) are located entirely within a single area of the business complex. It is not unreasonable to expect an additional major generator assuming a greater business potential is experienced in the future. The location of an additional key activity on Main Street in the vicinity of the town hall or on Wilson near Walnut Street will prove beneficial to the entire business complex. Either location will encourage greater pedestrian interaction between major attractors, and consequently increase the potential for active subordinate specialty shops. Furthermore, the customer drawing power of the entire core area will be strengthened.

The core's existence as an established trading center is in itself an advantage and a force which will continue to affect its development. The desire on the part of many individual business activities to locate within an area composed of complementary and competitive enterprises will spur additional related and contiguous business developments. However, an arrangement of activities described thus far will require a certain amount of encouragement. The community's Zoning Ordinance must be adjusted to encourage an arrangement of activity zones as depicted in Illustration #7. An arrangement of key attractors as suggested, however, is beyond the scope of municipal zoning powers, and consequently will require the efforts of a private group of citizens. An organization of the downtown merchants can provide the impetus for this aspect of the plan. Of course, the local merchant may be hesitant to encourage additional competition. But if the

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\* The Community Builders Handbook prepared by the Urban Land Institute, 1960.



business potential exists, competition will occur. The question then becomes whether to encourage it in a location which will strengthen the entire core or allow it to develop at will, possibly within other areas of the community.



## THE SUPPORTING PARKING FACILITIES

A previous section of this report notes the almost total reliance upon the automobile and the importance of roadway access, however, its value is incomplete unless there is a means of storing the vehicle. The customer or client arrives by auto, but he goes about his business on foot. Therefore, finding a place to store his car is his first objective, and the degree of his success may have a bearing on the frequency of his shopping trips.

Illustration #10 describes the location of existing on-street and off-street parking facilities, while the table below provides a statistical summary of the number of existing parking spaces. Only those spaces within 400 feet of the prime retail development are considered suitable and convenient enough to be utilized for employee and visitor parking.

TABLE IV. EXISTING PARKING FACILITIES

<u>Parking Type</u>		<u>Spaces</u>
On-Street		273
Time Limitation	108	
No Limitation	165	
Off-Street		312
Public	55	
Reserved for Customers of Specific Use	231	
Private	26	
Total Within 400 Feet of Main Retail Frontage		<u>585</u>

Source: Field Survey, October, 1965.





The adequacy of available parking is questionable, especially after consideration is given to the restrictions placed on the use of many parking spaces and the number of spaces utilized by employees. First, the parker of an automobile within the downtown area is confronted with an array of signs designating existing parking facilities for a specific purpose or customers of a particular activity. Of course, the individual merchant who has gone to the trouble and expense of providing parking facilities has the perfect right to reserve such spaces for his customers, however, it places the leisurely shopper who parks in such reserved spaces and who wishes to shop at several establishments in the position of either deceiving the owner of the parking area or fearing a reprimand for not making a purchase from the owner. Simply stated, the method of providing parking on an individual basis, with two notable exceptions, is not as a rule practical nor does it operate effectively within a group of related and interdependent activities. The notable exceptions to this rule are the A & P and the Red and White Super Markets. These two activities because of their independent and convenience nature must reserve adequate on-site parking facilities. Therefore, the parking facilities (totaling 78 spaces) dedicated to the two super markets cannot be considered usable for customers of the many other core area activities.

Secondly, there are 175 or more employees who drive an automobile to work and generally preempt the available parking facilities.\* Therefore, upon closer examination there are actually only 332 parking spaces available to customers for the majority of core activities (585 spaces

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\* The number of employees who drive to work was determined from the results of a recent survey of the merchants within the core area.



less the 175 used by employees driving to work and less the 78 spaces reserved by the two super markets noted above).

The amount of parking which should be available for customers may be determined by applying an index of 4.0 spaces per 1,000 square feet of retail floor area.\* Based upon these rough calculations, there is an existing deficiency of approximately 135 parking spaces available for customer use.

Aside from the number of available parking spaces being deficient, a circumstance of equal concern is the lack of a variety in parking types. The customer's, client's, or employee's demands on parking facilities vary from a short duration (requirements such as picking up a package, making a bank deposit, or paying a bill), to an hour or so required by leisurely shoppers, and finally to the all day employee parker. Granted, the existing time limitations affecting many on-street parking spaces do encourage to some extent a parking turnover. However, these restrictions do not totally satisfy the variety of requirements noted above nor in the opinion of many are they effective.

A plan for the provision of an adequate number of parking spaces is important, but as mentioned above of equal importance is the provision of such facilities in a manner that satisfies the varying demands of the short term customer, the leisurely shopper, and finally the employee who parks for the entire day. The parking demand of shorter duration should be satisfied as close as possible to the objective, while that of longer duration may be provided at locations of greater distance. Although this principle is not apparent from the illustrated parking arrangement, greater concern in this respect should be generated on the part of community officials and downtown merchants.

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\* This index figure is actually somewhat less than the parking index of 6.0 recommended by the Community Builders Council, an agency which conducts a great deal of research into such matters. The index of 4.0 is considered minimal in most studies of this nature.

# PROPOSED PARKING FARMVILLE CORE AREA

- EXISTING
- SHORT RANGE
- LONG RANGE



Illustration #11 describes an arrangement of parking areas that will satisfy the current demand and also shows those areas that should be considered for possible long-range expansion to meet future needs. It is directed primarily to those parking areas of mutual concern to the majority of core area activities.

Imperative in the illustrated parking arrangement is the reorganization of existing individually owned off-street parking lots at the rear of the Main Street frontage between Wilson and Grimmersburg Streets. The individual property owner will not only benefit from an increased number of parking spaces but also offer his customer or client greater convenience and ease of movement to and from the parking area.

Achievement of the proposed parking scheme will obviously require the expenditure of funds. There are two methods of providing the necessary parking funds: The first method encompasses a parking charge whereby payment is either directly from the customer using a parking space or from the merchant who provides the customer a token or ticket that satisfies the required parking fee. In this manner, the revenue from a paid system is used to pay for bonds issued to construct off-street parking areas.

The second method involves the assessment of benefited properties, whereby the merchant or property owner provides the necessary funds. The value of this method lies in the fact that core area activities will continue to benefit from free parking facilities.

Although either method will provide the necessary funds, the latter appears to be the most practical. Regardless of the method selected, adequate parking is a necessary supporting facility for both business and cultural activities.



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The addition of natural beauty and greater attention to details (lighting and paving materials, etc.) would add unity and enhance the drawing powers of the entire Core Area.



## ITS APPEARANCE

No doubt some will question the influence that appearance will have on the growth and prosperity of this business development. An applicable response is noted from a study of a similar nature. ".....Why should a community strive for urban beauty? Many reasons come to mind. There are economic reasons, of course. The unkept and shabby appearance of a town is a certain deterrent to growth, be it industrial, commercial, or otherwise. The real estate value will probably decline; hence, a potential drop in local tax revenue. Associated with other symptoms of blight a sub-par visual appearance in downtown is known to hasten the decline of the retail and service potential of the core area. Above all, there are those intangible psychological reasons which cannot be gauged in terms of dollars and cents -- community pride, for instance; care of or concern for public properties above and beyond the call of a citizen's duty is another example."\*

If a poor or indifferent visual appearance has an adverse affect upon trade activity and the community as a whole, it also stands to reason that the opposite will be true: An inviting and attractive downtown area will foster greater community pride and growth, in addition to possibly increased development and activity within the core area.

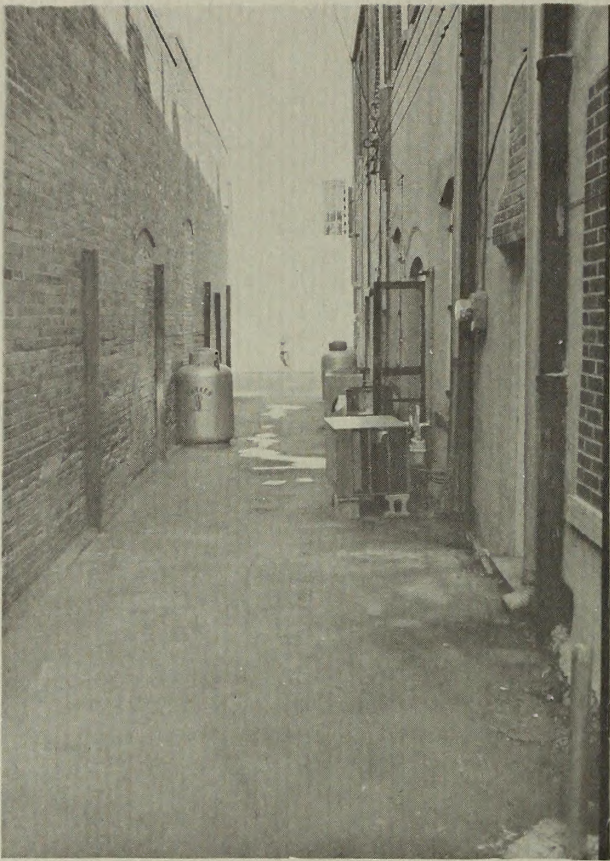
Generally, the functions of the core area are no more important to community life than those of a living or recreational nature or those related to making a livelihood, yet they hold a prominent position within the community; a position at the hub of the community's thoroughfare system and a location which is observed and used daily by large numbers of people. Thus, the core area conveys an impression or image which can be lasting, interesting, or indifferent to those who use it or pass through it.

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\* "Downtown Smithfield", Smithfield, N. C., published by T. W. Kwan, Division of Community Planning, 1964.

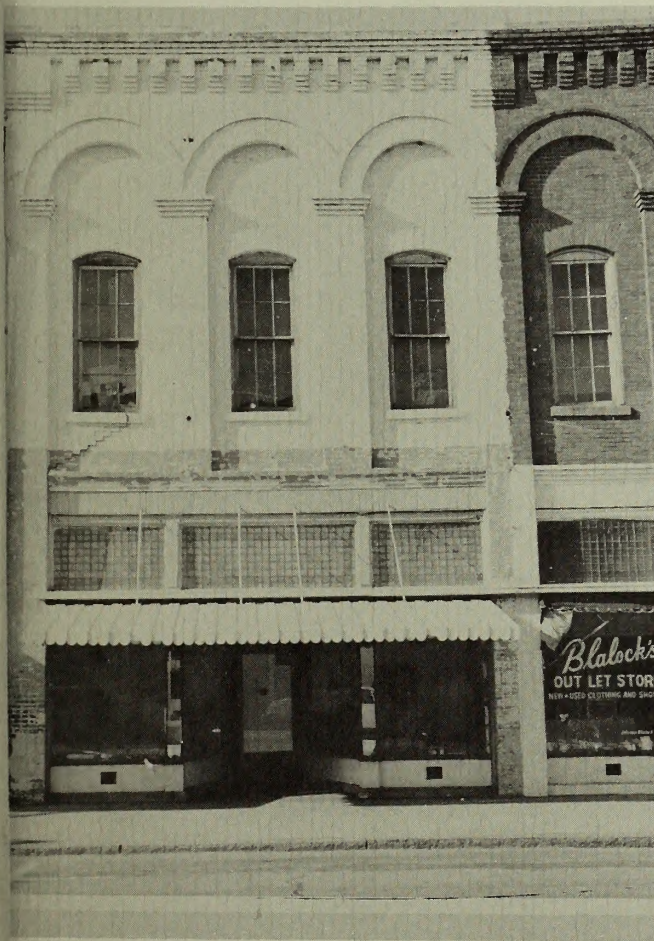
13

Although utility is necessary, beauty is also possible.



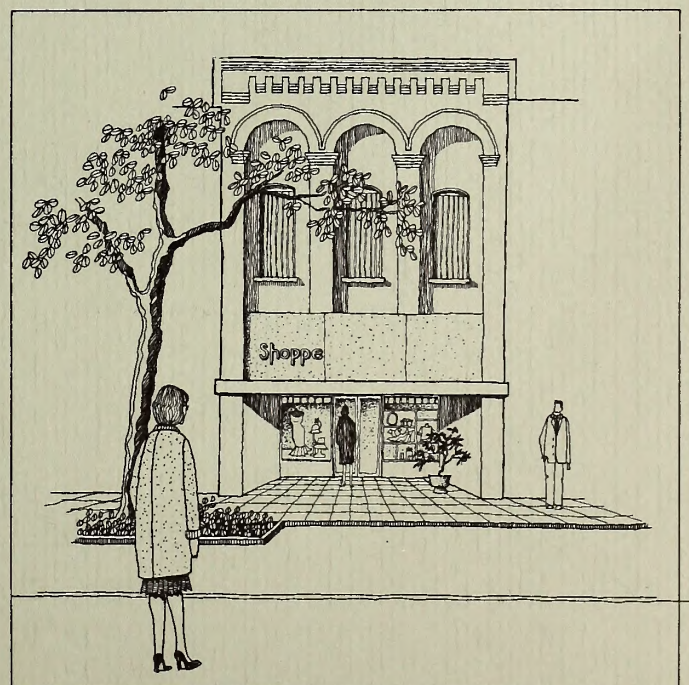


The responsibility for urban beauty lies in the hands of the municipality and the private property owner. Federal financial assistance is currently available and should be considered for improving the appearance of public walkways and street rights-of-way within the core area. The illustrations indicated on these pages should be suggestive of the possibilities for improving the appearance of both public ways and private structures.



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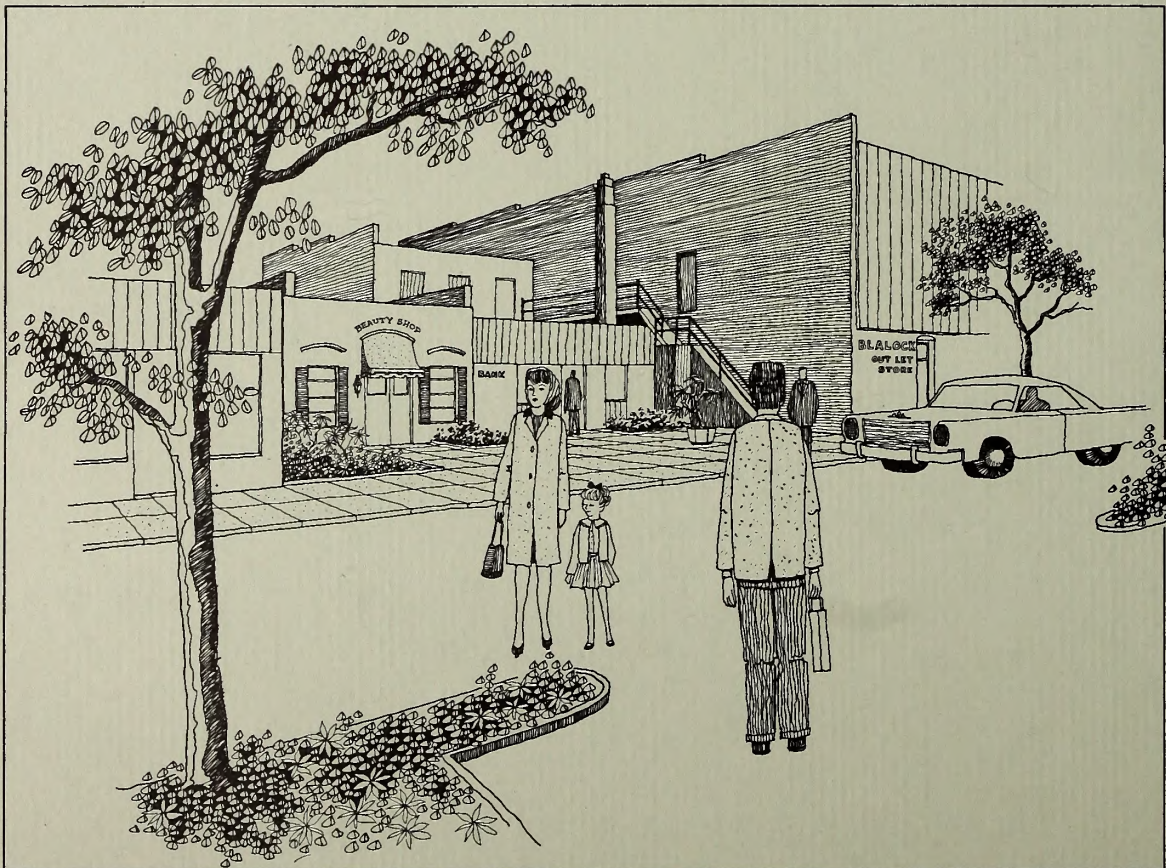
Building improvement that capitalizes on the architectural individuality as suggested in this illustration would make the Core more inviting and interesting.





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The development of off-street parking areas at the rear of the business frontage serves to increase the importance of the back door.



## SUMMARY OF FINDINGS

It has been established that the downtown area of Farmville is an appropriate location for business and service activities, the seat of government, certain social and cultural facilities, and others which perform a service to residents of the town and surrounding area. The powerful forces acting on the Farmville area have been noted -- forces which are exerting a substantial effect on the core and will continue to have an important impact on its development in the distant future. These forces include:

- . The Competitor -- An improved highway system, the perfection of the automobile and its increased use, and development of the planned shopping center serve to increase the number of competitors vying for the attention of the resident and his income. The declining rate of increase in receipts for retail sales within Farmville coupled with an increasing retail sales growth rate within surrounding competitive communities provide an indication of the growing strength of the competitor.
- . The Client and His Income -- Income and population growth or decline within the market territory are major determinants of the possible numbers and amounts of trade activity that may be attracted to Farmville's Core Area. The preceding statistics indicate that the rural population is declining while, on the other hand, the town is experiencing and is expected to continue to experience sizable population gains. In addition, the income level of the entire market area is expected to gradually increase in the future. Although there are conflicting trends, it may safely be assumed that there exists a potential for continued expansion and prosperity of downtown activities. However, a great



deal depends upon the ability of the community to provide employment opportunities which satisfy the requirements of its potential population and the ability of the local entrepreneur to make his activity efficient and attractive enough to capture the potential audience.

- . Its Site -- A desire on the part of many activities to locate on a central site, readily accessible to all residents, is satisfied at the hub of the area's roadway network. The solution to its associated problem of conflict between through traffic and that which is destined for the core includes the expansion and improvement of boarding Contentnea and Church Streets; a foregone conclusion.
- . Its Arrangement -- The desire of many individual business establishments to locate in proximity of one another fosters an arrangement more desirable to the pedestrian shopper. The existence of the core as an established business development coupled with this desire may serve to spur greater development of the downtown area. A greater intensity of business activity is possible and likely within the existing business complex provided, however, suitable sites are made available. Provision of such sites will necessitate or be preceded by the relocation of some existing unrelated developments and will require painstaking efforts on the part of all concerned. A stronger more active core area can result from these efforts, and consequently reduce the likelihood of a competitive shopping area being established within the immediate vicinity.

# COMPOSITE PICTURE OF IMPROVEMENTS



EXISTING BUILDINGS      PROPOSED BUILDING SITES

- . The Supporting Parking Facilities -- A lack of suitable auto storage facilities is an inconvenience and a frustrating condition which hampers any enterprise. Parking in order to be suitable must be adequate in number and located so as to satisfy the varying demands of the parker. These requirements have not been totally satisfied within the Farmville Core Area.
- . Its Appearance -- The image projected by the Core is a force of infinite extent with as many variations as those voicing an opinion. However, it is believed that all will agree that the Core's visual image can be improved. Improvements can make the entire community more interesting and the Core Area more inviting.

The pre-stated forces affecting the core's development individually have been given a great deal of thought. A means of correcting existing deficiencies and dealing effectively with each force has been suggested. The illustration presented on the opposite page provides a composite picture of the recommendations contained herein.

The plan is a proposal for the best possible land development pattern in terms of what is practical and ideal. It should not be considered a blueprint, such as an architect's scale drawing of a proposed building, but rather a flexible long-range development objective; a development objective that requires the active support of those concerned.

Achievement of planned improvements will depend on the support and cooperation of the merchant, the downtown area property owner, and the entire community. A number of the proposals will require little effort, while others can only be accomplished over an extended period of time; all will require your support.











